

Board Meeting

16th January 2023, 4.30pm, Elgin BID Office

In Attendance	Apologies
Angela Norrie (AN) Tina Mainland (TM) Stephen Young (SY) Derek Duncan (DD) John Divers (JD) Katherine Mackintosh (KM)	Natalie Shewan (NS) Mark Angus (MA) Stuart Huyton (SH) Juliette Buchan (JB) Sarah Holmes (SaH)

Discussion: Last Meeting Note & Action Point Update
Meeting note accepted.
Conclusions

Discussion: Events 2023
<p>Halloween and Christmas in 2022 were ran for longer with Christmas Light Switch On not ending until 5.30pm. All in attendance commented on successful the event was. A number of retailers have let us know that they reached over the KPI with a few making the most sales they have done in over ten years. Previously we have ran five events in the year. We have been receiving feedback to have more events throughout the year. Below are the planned events for 2023</p> <p>Step Into Spring - 15th April: This will be our first event to kick off the event calendar. A new event which we have created as normally in late April/early May we hold the Scottish Theme Day which is part of the Spirit of Speyside Whisky Festival. However this year the date would be 29th April and this is the same day as the MacMoray Festival- all in attendance agreed not to hold the event as there would be no footfall. Full details are still to be planned.</p> <p>Speyside Stages Rally Scrutineering- 21st April: The Speyside Stages Rally will be coming back to the High Street for their scrutineering event. BID will support with necessary road closures and to help promote the event.</p> <p>Classic Car Show- 17th June: This will be the same as previous years and always pulls a good crowd.</p> <p>Music Event (name TBC)- 15th July: Another new event which we will work in partnership with Elgin Town Hall on. We will have a local talent playing throughout the day on the High Street and then we hope to hold an evening event in the Town Hall. Full details are still to be planned.</p> <p>Food & Drink Festival- 19th August: Will follow the same format as previous years with the large outdoor market across the town centre.</p> <p>Cannonbawz Run (AM) & International Dog Day Parade (PM)- 26th August: These small events will follow the same format as previous years and have good footfall.</p> <p>Masquerade Ball- September (date TBC): This will be our charity fundraiser for the year and will be held in Elgin Town Hall. Full details to be planned, SY suggested to have a drag queen at the event.</p> <p>AGM & Awards- 6th October: Will be held in the Town Hall again and we hope to further grow numbers.</p> <p>Halloween Fun Day- 28th October: Will follow same format as previous years.</p> <p>Christmas Light Switch On- 25th November: Will follow same format as previous years.</p> <p>Christmas Market- 16th December: A new event following feedback there aren't any events in December to help drive further Christmas sales. Full details to be planned.</p> <p>KM suggested to send the event dates to Directors as diary invites so they all are aware when events are on.</p>
Conclusions
Events for 2023 are as follows, all events will be put on for longer to keep footfall in the town while businesses are open.

<p>Step Into Spring - 15th April Speyside Stages Rally Scrutineering- 21st April Classic Car Show- 17th June Music Event (name TBC)- 15th July Food & Drink Festival- 19th August Cannonbawz Run (AM) & International Dog Day Parade (PM)- 26th August Masquerade Ball- September (date TBC) AGM & Awards- 6th October Halloween Fun Day- 28th October Christmas Light Switch On- 25th November Christmas Market- 16th December</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> Send events dates to Board as diary invites. 	TM

Discussion: Training- Learning & Network calendar	
<p>Feedback we have had from members is that they need something tangible from when they attend business events.</p> <p>The BID team have identified a number of training sessions we believe will be beneficial to businesses, we will also put out a consultation survey to find out what other sessions businesses would like to attend.</p> <p>To deliver the training sessions we will look to build partnerships with UHI, BID members who have skills to pass on and external professional bodies.</p> <p>This year we will also look to set up sector forums where businesses can come together to raise issues/concerns there sector is facing.</p> <p>The Elgin BID website will be getting revamped in 2023, one of the new additions will be a members only section where they can sign in to access previous training materials.</p> <p>Board in attendance agreed to look around and make plans to move the training session forward and gather costs.</p>	
Conclusions	
A training calendar and sector forums will be developed for members.	
Action Points	Person Responsible
<ul style="list-style-type: none"> Gather plans and costs for training sessions 	AN

Discussion: Membership List	
<p>The member database is out of date and a better system is needed to allow for all information on members to be recorded in one place.</p> <p>AN is proposing to research database providers. AN asked DD if UHI students can work on a database, DD replied this is something that degree students have done in the past but they would not be able to provide ongoing support once it has been created.</p> <p>All agreed to research different options.</p>	
Conclusions	
The member database is out of date and is needed upgraded to allow for all member information to be saved in one place. Different options will be researched.	
Action Points	Person Responsible
<ul style="list-style-type: none"> Research different options for database creation 	AN/TM

Discussion: Landlords Package

Following on from the anti-social behaviour that affected vacant properties in September/October, AN and TM went around the properties and saw the state of some properties that had either been left due to the damage or by neglect from the property owners.

AN is proposing to create a landlords package that will see BID work with landlords and bring them together in a forum to have properties brought up to standard. At the forums landlords can discuss issues they are facing and bring in professional services that can help.

The landlord's package will be another way for landlords to benefit from paying the levy.

All in attendance agreed to trial.

Conclusions

The landlords' package has been created in response to the anti-social behaviour and BID saw the states that some of the properties have been left in.

Part of the landlords' package will be landlords' forums where we will bring landlords together to discuss issues.

Discussion: Grant Scheme

From April 2022 to date there have been 21 grant requests, 16 grant forms returned and 12 grants paid out totalling £4549.

AN suggested to the Board that the grant scheme needs to be reviewed to make it more suitable for businesses. Currently the grant scheme is match funded but AN would like to suggest to offer the grant up to £500 and to increase what the grant can be applied for. A proposal paper will be put together for the next Board meeting.

Conclusions

AN would like to propose to the Board that reviewing and upgrading the grant scheme. A proposal paper will be sent to the Board for the next Board meeting.

Action Points

- Create & circulate grant proposal paper

Person Responsible

AN

Discussion: Deposit Return Scheme

The Deposit Return Scheme will be going live on the 16th August 2023 and the Government will not be delaying the date. At the time of the Board meeting AN had contacted Circularity Scotland to find out more information but had not heard anything back.

AN will continue to contact Circularity Scotland so we can get further clarification and advise for the businesses.

Discussion: AOCB

It was agreed in the meeting we need to be better at promoting success stories with the businesses especially with those that apply for the grant. Promoting the work businesses have had done with the grant scheme will hopefully encourage more businesses to apply.

KM asked about the programme and plan for the Renewal Ballot. AN will be meeting with Kirsty Conti who has taken over from Reni Milburn on the 1st February. The Gantt chart from 2019 will be updated for the meeting and also circulated around the Board.

AN will update with 8 week calendar as well as weekly updates.

Action Points

- Sent Renewal Ballot Gantt chart to Board

Person Responsible

AN

Next meeting date- 13th March 2023